

Applying: Job Search

Company/organization selection: What is your basis for selecting companies/organizations to work in? Rank them in order of importance to you: **1** is most important and **10** is least important.

- _____ Believe in Vision and Mission
- _____ Match Values – company/organization stands for what you believe in
- _____ Opportunity for promotion
- _____ Personal growth and challenging work
- _____ Salary and benefits
- _____ Products and services
- _____ Colleagues/friends/relatives talk positively about it
- _____ Culture/work environment: how people are treated
- _____ Reputation
- _____ Growing
- _____ Other:
- _____ Other:
- _____ Other:

What have you learned so far about the kinds of companies/organizations you want to work in?

Search Strategies

Search Tips

A successful job hunt is active You need to pick the phone up. Email and snail mail will NOT do the job anymore. You've got to leave the house! Events—not just job fairs! Drop-bys of firms you are interested in. You risk rejection, but can uncover opportunities.

Try to get inside your ideal employers Use your network to get information interviews. You are NOT asking for a job, you are asking for insight into their job, their company, their industry. If you come through a connection, almost anyone will meet with you.

Get your foot in the door Ask everyone if they know anyone there. Identify the decision maker in your area, if possible...Avoid human resources (if possible). Collect cards at job fairs and trade shows. Ask for appointment. Try not to send a resume ahead of a meeting...remember you're not applying for a job, just getting information.

Be your own cheerleader Only say positive things. Keep it short. No apologies for unemployment or gaps in your work history. Make yourself stand out from others: what is unique and special about you? why should they remember you?

Goal is to get a real job interview (and ultimately the real job you want) Always be prepared by researching firm, industry, position, even the boss. Know who you are meeting with—the decision maker or HR? Yes, you still need to wear a suit, even if they wear blue jeans. Practice interviewing with someone who will be tough but honest with you.

Network (*it's a verb and a noun*)

What to Do

Find the courage to go out

Feel confident, upbeat and positive

Develop personal contacts – it's about building relationships

Ask for business card, offer your business card

Identify common background, interests

Focus on the other person

How to Do It

- Take a breath
- Get organized
- Get prepared: your goal is to build relationships
- Get going!!
- List your strengths
- List your accomplishments
- Tell yourself: it's fun meeting new people
- Remember: who do you know the best? YOU
- List people you have a relationship with or would like to (see contact list under **Tools**)
- Talk to people in elevators, in hallways, sitting on park benches, sitting at restaurant counters, everywhere...well, you get the idea
- Review the card, ask questions about their work and their position
- Record date and occasion for meeting
- Take an interest in the other person, ask questions: where did they grow up, what do they like to do, do they have children, what movies have they seen recently or book they've read, how are they managing in this economy, etc.
- Look for commonalities
- Consider what you can send them: magazine article, book, website, idea for improving their business, birthday card

Share yourself

Ask for...ideas for businesses, help in reviewing your resume, companies/organizations to check out, other people to meet/talk with

Sustain the relationship

- What you can do together: go for coffee, walk dogs together, play golf or tennis, go to a museum or park, attend a seminar
- Write it down
- Talk about your hopes and dreams, your family, your interests and hobbies, how the economy is affecting you and how you're managing it
- Avoid just asking for a job
- Talk about the support you need, "Could you...;" "Would you have a moment to..."
- Remember to ask what you can do for them
- Remember to thank them
- Continue to send books, articles, etc.
- Continue to call and do things together
- Find ways to support them
- Send "How are you doing?" emails

Networking Tips

Select people to network with:

— **Your family:** spouse's/significant other's contacts, spouse's/significant other's workplace colleagues and their contacts, siblings' contacts, parents and extended family contacts, neighbors and friends of all those people

— **Your neighbors:** where do they work? Where do their spouses/significant others work? Do they have a family business? Do they have extended family members who might be valuable?

— **People you used to work with:** former bosses, former co-workers, former subordinates, people who still work where you used to work, people who have moved on to new workplaces

— **Other professional contacts:** former clients, former suppliers, former professional alliances like accountants, bookkeepers, subcontractors, people you used to network with or do professional referrals to

— **Personal contacts:** friends, friends' spouses/significant others, friends' network, doctors, dentists, their nurses, receptionists, piano teacher, hairdresser, manicurist, babysitter's family, former relationships

— **Organizations you belong to:** church, temple or mosque, any committees, alumni organizations, community groups, PTA at your kids' schools, non-profits where you volunteer, scouts, professional associations, organizations on Linked In or Facebook, networking groups

— **Contacts through your kids/parents:** parents of your kids' friends, parents of kids' sports buddies, parents in car pools with you, parents you meet in the school yard, kid's teachers, your parents' friends, their kids, former colleagues, etc.

— **People you may meet anywhere:** grocery store line, at the gym, at a party, at Jury Duty, at employment center

— **"Centers of Influence" – people who know lots of people:** in any realm of your life, people who always seem to know everybody? Has a long party or holiday list? Walks into a restaurant and works the room?

Set goals for yourself for expanding your network Who do you want to meet? Where do they gather in groups? Can you literally target an individual who you think has the power to help you? How many networking events/mixers can you go to in a week? (you usually don't have to join to attend one or two meetings)

Be prepared when networking You should approach networking opportunities with a game plan. When you have your list of potential contacts, thoroughly research their work and their backgrounds and make up questions and conversational statements that reflect your research. Whether attending an event or meeting with an individual, think critically about your goals. What information do you want to walk away with? What do you want to convey to the people you meet? Be specific about what you want. **Have a business card with you.**

What your network can do for you Over 80% of job seekers say that their network has helped with their job search. Networking contacts can help with more than job leads. They can provide referrals to or insider information about companies. They can provide information about career fields you might want to explore and advice on where to look for jobs or even review your resume. The possibilities are endless.

Networking knows no boundaries Business conferences, informational interviews, college reunions and cocktail parties are obvious networking opportunities. But the reality is that invaluable contacts and opportunities are all around us. Always be ready to make a contact and exchange business cards. Don't hesitate to network with someone who has no obvious connection to your ambitions because you never know whom that person knows. Reactivate old relationships.

Keep in touch with your network Keep track of your network, whether electronically or on paper; make sure you know who is who, where they work, and how to get in touch. Don't just contact those who can help when you have just been laid-off from your job or decide you want to look for a new position. Keep in touch with your network regularly – even if it's just a brief e-mail to say hello and ask how they are doing.

What you can do for your network Networking shouldn't be a one-way street. If you come across an interesting article or relevant job listing, share it with your network. The point of having a career network is to have resources that can help, but you should reciprocate, whenever you can.

Follow-up is essential After you meet with a contact, it is essential to write a thank you note. Tell your contact how much he/she helped you, and refer to specific helpful advice. As mentioned above, keep in touch: an occasional email, a newsletter, a phone call, a cup of coffee. Invite them to a group/meeting you attend? He/she may think of you if an opportunity comes up and will be forthcoming with new advice. When you get that new job, be sure to let them know and continue to communicate.

Stay organized Keep a record of your networking. Whether you do this in a Rolodex, notebook, or in a database file on your computer, it's important to keep track of your contacts. Make sure your system has plenty of room for contacts' names, addresses, phone numbers, companies, job titles, how you met them, and subsequent conversations you've had with them. (see Contact sheet)

Don't overwhelm a new contact They don't know you yet, so you can't ask for any big favors. They aren't going to be willing to open up their Rolodexes yet. If you make a negative, needy impression, they will just back off. Remember to figure out what you can do for them.

Do what you say you'll do If someone says "call me": call them. If someone says "send me an email": do it. If someone asks for your resume, send it. If you offer to send something, send it. You will lose valuable credibility if you don't follow through.

“Daisy Chain”

What to Do

Build the network – obtain referrals from others

How to Do It

- Introduce others
- Find commonalities in others
- Join and contribute to organizations: churches/ mosques/temples, committees, professional organizations, community/charitable organizations, networking groups, unions
- Write articles for newsletters, blogs, make presentations
- Volunteer, volunteer, volunteer
- Recognize others for their contributions, outstanding work, what you’ve learned from them or how they have made a difference in your life

Informational Interviews

What to Do

- Learn about...
 - someone’s job
 - industries, companies/organizations where there is growth, maturation or decline
 - job opportunities
 - factors affecting business
 - technology
 - work environments
 - occupations/types of jobs/roles
 - networking opportunities
 - referrals to other companies/organizations
 - more...
- Establish a relationship
 - Always be prepared by researching firm, industry, position, even the boss.
 - Know who you are meeting with—the decision maker or HR?
 - Wear a suit, even if they wear blue jeans
 - Practice interviewing with someone who will be tough but honest with you

How to Do It

- Prepare how you want to introduce yourself
- Identify the information you want
- Prepare questions
- Identify companies/organizations – research them
- Identify occupations/types of jobs/roles
- Develop script: “I want to speak with someone in marketing who can help me learn about the field. I only need 15 minutes and I’m not looking for a job. Is there someone I can speak with?”
- Schedule the meeting: short and sweet
- Dress for the organization
- Arrive on time
- Respect their time – stay on schedule, finish early
- Ask who else to speak with – can you use their name? (great if they call for you)
- Ask if you can call or write for more information
- Send a handwritten thank you note

Job Sources

Advertised Resources

- Newspapers
- Internet
- Temporary employment agencies
- Federal, state, city, county offices
- Private employment agencies
- Trade magazines
- Unemployment offices (EDD)
- Job bulletin boards
- Help wanted signs
- Professional associations
- Company/organization websites
- Job fairs
- College placement office

Unadvertised Resources

- Interim jobs
- Cold calls
- Internships/volunteering
- Networking
- Informational interviewing
- Shadowing
- Industrial/Business Directories
- Libraries
- Yellow pages
- Professional associations
- Annual reports
- Chambers of Commerce

Job Search Sites (see Tools for many more)

- Craigslist
- Monster.com
- Dice
- Careerbuilder
- Yahoo Hotjobs
- The Ladders
- Indeed.com - Aggregator for search purposes

Temporary Employment, Internships, Volunteering

What to Do

- Reframe your thinking – be open to new opportunities
- Learn about:
 - industries, companies/organizations
 - where there is growth, maturation or decline
 - job opportunities
 - factors affecting business
 - technology
 - work environments
 - occupations/types of jobs/roles
 - networking opportunities
 - referrals to other companies/organizations
 - more...

How to Do It

- Accept mindset of doing temporary or project work
- Join associations – attend chapter meetings
- Join/chair committees
- Check university/college job boards, speak with job counselors
- Make cold calls to companies/organizations
- Apply to temp agencies – some are specific to a field
- Network
- Leverage your interests/hobbies
- Write newsletter articles, make presentations

Applying Directly to Employers (the old fashioned way)

What to Do

- Identify companies/organizations
- Combine network suggestions with applying directly
- Complete a job application
- Submit cover letter and resume

How to Do It

- Identify the industries/companies/organizations that fit your interests and values
- Gather information about the company, review website, read employee reviews
- Determine how to apply: job fair, in-person, website – type of resume
- Track progress, follow-up
- Determine opportunities to network with manager/staff from departments of interest

Search Firms and Agencies*

Executive Search Firms

Typically full-time positions,

Directors or higher, requiring more advanced education and experience, such as engineering, finance, accounting, marketing and doctors, about \$200k or more

Employer pays fee. Usually 25-35% of annual salary. Fill one job at a time, begin by finding a candidate that fits their client seeking employed and unemployed individuals

Search Firms

Typically full-time positions

Managers, senior specialists requiring advanced education and experience such as engineering, finance, accounting, marketing and information technology, about \$50-180k

Employer pays fee. Usually 25-35% of annual salary. Fill one job at a time, begin by finding a candidate that fits their client seeking employed and unemployed individuals

Employment and Temp Agencies

Part- or full-time, temporary and “permanent” positions

Generally specialize in jobs in administration, secretarial, clerical, social services, touch labor, about \$20-40k

Employer pays fee. Usually 15-25% of annual salary. Begin by finding an employer for their job seekers as they come in; don't call unless they have a job that fits their experience and qualifications.

****Don't pay search firms, employment or temp agencies.***

Tips for Working with Recruiters and Agencies

- Meet with recruiters and agencies to evaluate the quality of their services, as well as their reputations.
- Present yourself to recruiters and agencies as if you were on an actual job interview.
- Explain your job objective, geographical preferences and your salary expectations when you meet with recruiters or agencies.
- Give recruiters and agencies a salary range, rather than a dollar figure, and make it clear that you want to negotiate your salary if an offer is made.
- Take copies of your finished resume when you interview recruiters and agencies.
- Determine who is responsible for paying placement fees if you become employed through a recruiter or agency's efforts.
- Be cautious about signing contracts with clauses regarding fees and lengths of employment.
- Cooperate with recruiters and agencies, but take responsibility for following-up with them.
- If you do not receive the kind of service that you wanted or anticipated with a recruiter or an agency, find another one to help you with your search.